

ASTA – Rocky Mountain Chapter

Board Meeting July 20, 2023 Minutes

Present: Jeof Oyster, Rob Hale, Lisa Hale, Robin Norell, Debi Kelley, Trish Stanczyk, Sally Sparhawk, Skyler Mason, Sheila Hixon, Mitch Krayton

John McMillen, Jennifer Grey

Started 3:05pm, recording

Last month's minutes approved by Sally, seconded by Trish, unanimously accepted.

Supplier showcase (Sally)

- Up to 41 suppliers, 14K already, another \$10K to come
- Advisor registrants – 46 (which is more than we had in Sept. 2022). We are hoping to hit 100-125.

Treasurer's Report (by Jeof)

- \$29,454.80
- Only expensive Quickbooks
- Jennifer is now on the bank account, and Jeof is working on adding Elizabeth Henry (national)

Upcoming Events (Trish)

- July - Riverside is ready to go on Tuesday
 - She asked how many to expect. EventBrite only shows 5 people including us
 - Jeof will send out another email tomorrow
 - Lisa posted again on the FB page last night (she'll be out of town on Tues)
- August – Hyatt (Alex Valeri) will be remote
- September – Sally DISC training (in person)
 - She would like to do this in southern Denver (maybe Maggiano's?)
 - Chapter will cover material cost for members, but not food so we need to keep that in mind.
 - Sally will have a PowerPoint, so will need A/V, plus flip chart stand and paper, or large sticky paper on the walls.
 - Skyler has some big sticky paper that he can share.
 - Tuesday, Sept. 19 - 2 hours of meeting, so maybe 5:30pm start, 6pm meeting.
 - Maybe appetizers and one drink coupon will be included (anything more they can pay).
 - Ball park number – 25 is a nice size for this kind of event (including board members).
 - Board once again agreed to cover the cost of the materials for ASTA members. Approved by board.
- October – trade show (in person)
 - Trish is looking for a place to have the supplier/board cocktail party the night before
- November – Club Med (Trish thinks she wants to do it in person)

- Rob reminded us to put all the events on the ASTA National calendar so the chapter gets credit for all these events
 - Jeof will show Trish how to do it, and work on SOPs
- December – maybe a holiday gathering / advisor appreciation. Find one supplier per category to sponsor to cover cost.
 - Skyler can work with Trish on a venue.
 - The Carnival event yesterday was in Maggiano’s in Centennial. The cost is food plus 20%, plus misc. fees.
 - Skyler said you can usually negotiate cost of room, service, food, etc.
 - Trish said maybe The Tavern is an option.
 - Maybe a banquet hall, ASTA member plus guest will be free. Maybe get 75-100 people.
 - Let’s get the location and budget so we can get some costs. Skyler will spearhead finding a place for the event.
 - If anyone has an idea of locations, share with Skyler to research
 - Then we’ll work on getting the suppliers when we know how much we would need to cover in cost.
- Rob shared some locations we have used in the past, including Hacienda Colorado, right off the interstate, and a golf club. He will send out to the board.

New Business (Jeof)

- New Website pages:
 - Supplier Meet-Ups – Jeof created a (currently hidden) page on the website to share with suppliers they can see future meeting opportunities.
 - Focusing on in person meetings, but can do virtual meetings as well.
 - Possible Regional Roadshow opportunities in the future
 - Business Builder Events
 - Content around helping travel advisors with their business skills.
 - Needs to be something that’s valuable and useful to our members (not just a sales pitch).
 - Dedicated email invitation would be an additional fee.
 - There’s a link to the Process FAQs.
 - Mitch said many subject matter experts don’t pay for the privilege of speaking.
 - Jeof said that we can set it up so that the events chair can waive the fees if we feel it is beneficial to our members. The fee model is to create additional revenue when the opportunity occurs.
 - Suppliers expect to pay, but subject matter experts have so many options to give the presentation for free, or they get paid to do it.
 - Should fill out intake questionnaire, and FAQs for possible presenters.
 - Sally suggested we give it a try and see what happens.
 - Skyler suggested maybe test the waters and test the reaction we get (he sees both sides, from the supplier’s side and the board’s side).
 - Debi – what if we combine the supplier event with an education event. The supplier pays, and we get an educational piece as well. Could increase the draw.

- o Pages will be visible to all. Trish can share the link with possible suppliers when she is working on future events.
- o Jeof said we get a lot of random traffic from suppliers to our website about doing presentations, so this will help them set their expectations before the conversation with Trish.
- o Mitch - Possible meeting locations – work with a hotel who gives us the space for free, and maybe do a walk through, and then have an education piece as well.
 - There will be value in promoting these events through media – will increase our chapter’s visibility.
- o Rob – great effort to all who worked on this! Business Builder people – keep in mind that there are some people (such as Tom Carpenter, attorney) who have worked with National ASTA and would not expect to pay.
 - If they don’t pay, then there is often a stipulation that any new business they get comes back to the chapter somehow.
- o Trish – having 2 presenters at each meeting is definitely a goal, but right now we’re just trying to get one each month.
- o Sheila – reaching out to chamber of commerce or networking groups – they may not want to pay, but could present.
- o Jeof – are we good with the idea of combination supplier/business builder meetings? Yes. Let’s put a pause on the cost and see how these events shape out. We are offering value to any supplier or other local business – a captive audience, gatekeeper to our audience.
 - Good idea to have multiple streams of revenue.
- ASTA Tech Proposal
 - o **Rocky Mountain ASTA subscribes to Google Workspace for key functional accounts where continuity between offices is especially important.**
 - We do not qualify for free Google Workspace
 - What we’ve discussed before:
 - To ensure continuity of key functions of the chapter from one office-holder to the next, dedicated email accounts that can carry forward would allow for keeping the email history of key offices, allowing future office holders to reference past discussions and decisions.
 - Keeping a central place for documents and digital resources would make it easier to share resources and transition new leadership for offices & programs (like the Showcase):
 - document our procedures and practices, avoiding having to reinvent wheels
 - archive & easy sharing of business documents like spreadsheets, budgets, minutes, bylaws, etc,
 - and various resources we use like artwork & graphics, flyers, presentations, videos, etc.
 - The chapter should have its own online meeting platform rather than rely on the resources of any particular member, supplier, or officer—avoids risk in our event planning & execution.

- If we had our own portable projector and/or PA system, it would mean a wider range of venue options and potentially lower costs over time from having to rent or borrow equipment.
- Email Accounts to Create:
 - President@ (managed by Jeof)
 - Membership@ (managed by Mitch & Debi)
 - Treasurer@ (managed by Jennifer)
 - Events@ (managed by Trish)
- Other Accounts
 - We can continue using “vanity” accounts that allow for more ways to contact and route email to the appropriate people, even as people rotate on and off the team or between responsibilities.
- Vanity Addresses to Create
 - yps@ => Sheila
 - showcase@ => Sally, Heather, & MaryJo
 - board@ => All of us
 - Only members of the list can email this list, makes it easier to ensure no one is left out of group communication
 - webmaster@ => Jeof
- rockymtn@asta.org is managed by HQ and would continue as our general “info” box, emails are sent to Jeof & Robin today.
- Individuals’ User Experience
- Emails can be configured to work exactly as they do today, where copies are sent to the respective office holder’s own email but are also retained for future reference. If you prefer to be able to send messages from the ASTA email account, Jeof can help you set that up.
- Key Benefits
 - Continuity of key functional office email history
 - Built-in Google Drive Storage for storing documents & resources
 - As proposed, we’d have 8TB of storage available.
 - Built-in Google Meet for web conferences, with the option to record meetings
 - Group calendars, which can sync to the website through some code Jeof wrote
 - No changes to current user experience
 - Jeof is a certified Google Cloud Professional Architect, so he knows Google Workspace & Google Cloud management inside & out — can create the necessary documentation and onboarding materials so that future office holders can also easily manage.
 - Documents can be easily shared with anyone with a Google account, which most of us have in one way or another. Jeof can show you how to create Google accounts without a Gmail address if needed.
- Cost
 - \$12 per user per month, or \$48 total per month, \$576 per year
 - This 2nd tier pricing gives us the ability to record meetings and has more storage.

- Discussion:
 - Mitch thinks Zoom is a better virtual meeting platform.
 - Jeof has been using Meets extensively. Can have up to 150 people, and he's been in meetings with no problems at all.
 - Trish – Denver Public schools uses Google and it's a huge group.
 - Other benefits – email continuity and drive storage.
 - Mitch – can the host mute attendees? Yes.
 - Skyler – can you see the video and sound if they are shared? Jeof tried it and it worked.
 - General consensus that Google is the platform we should use.
 - Motion to move forward by Sally, seconded by Trish

- **Rocky Mountain ASTA purchases a digital projector, portable projector screen, and basic PA system for use at events.**
 - Mitch offered his equipment, but it's based on when he's not using it.
 - Or we could rent as needed.
 - Rob said from past experience, it will be more efficient and user friendly to have our own equipment.
 - If we rented, it would add additional cost to the presenter and could reduce the number of suppliers that would present.
 - Sally – agree with Rob, let's just get it and move on to other discussions.
 - Skyler – more professional to have equipment with which we are comfortable. Agree with Rob.
 - Trish – is responsible for being at all events, and Robin lives nearby, so between the two of us, we'll get the equipment there.
 - Jeof - As to the funds, Jennifer and Jeof are working on a budget for us. He showed us a tentative budget that shows we can more than cover the cost of the Google subscription and the equipment.
 - Rob – doesn't think the access to the equipment would be an issue.
 - Trish, as events person, makes a motion to purchase the equipment, and will take care of the equipment and will make sure that the equipment gets to the meeting.
 - Sally seconded.
 - Mitch said that once Trish isn't the Events Coordinator any longer, who will take care of it? It should go with the role.
 - We can make policies around that.
 - 7 in favor, Mitch abstained, no objections.

RMASTA Budget (Jeof)

- Jeof, Rob, and Jennifer have been working on a tentative budget
 - RMASTA tab
 - \$12,835 from last year brought in from other account
 - Technology – GoDaddy was renewed last year for 2 years

- ASTAPAC – we are required to budget for this
- o Trade show tab
 - Trade show on track for just shy of \$25K suppliers, probably will go higher
 - The food is covered by sponsors, projected \$16K net income
 - Cocktail party the night before
 - Mitch said maybe get a sponsor
 - Sally said this is something we are doing for the suppliers
 - Jeof agreed
- o Operational tab – currently no income that's not trade show, but don't have many expenses
- o Will send out the budget to the board, this is just a first look

Old Business:

- In last meeting, Mitch asked about an insurance policy to protect the officers against any claims. Rob said he would check with National. Mitch said that since we have a separate EIN, we should have a separate policy.
 - o Rob still waiting for answer from National
- Mitch putting together list of possible future members, will work with Debi and Jeof on this.

Next meeting –

- Next meeting Wednesday August 16.

Ended 4:31pm